

file

PHILIP MORRIS U. S. A.  
INTER-OFFICE CORRESPONDENCE  
RICHMOND, VIRGINIA

To: . Dr. K. S. Houghton

From: . J., E. Wickham ✓

Subject: . TITL MARKET SURVEY #29

Date: December 22, 1986

As stated in the cover memo of Dr. Steele on Market Survey #29, tar and CO data were higher for Market #29 than the Market Survey #28. The tar was up by 0.4 mg and CO was up by 0.7 mg.

In comparing data from Market Survey #28 vs. #29, the following differences were observed between TITL and Philip Morris:

	<u>Tar, mg/cigt.</u>			<u>CO, mg/cigt.</u>		
	<u>#28</u>	<u>#29</u>	<u>Δ</u>	<u>#28</u>	<u>#29</u>	<u>Δ</u>
TITL	11.6	12.1	+0.5	11.7	12.3	+0.6
Philip Morris	11.7	11.6	-0.1	11.3	11.4	+0.1

Our data confirmed Dr. Steele's comment that TITL is higher, however, comparable data generated at the R&D laboratory show no difference between these two surveys. Also, no differences were observed between TITL and Philip Morris for the past three surveys.

It appears that all full flavor brands tested in this survey are higher than in the previous survey by approximately a milligram. This includes full flavor brands from all manufacturers (Table I).

The Marlboro 85 samples tested in this survey were manufactured in October, November and December, 1985 and January and February, 1986 (see Table II).

The noticeable difference between Market Survey #28 and #29 was moving to the new location by the TITL Laboratory. Market Survey #29 was analyzed at this new location.

I have secured the samples tested by TITL and am in the process of testing these same cigarettes in our laboratories. This data will be available December 30.

JEW:gmm

cc: Mr. J. S. Crichton  
Mr. C. E. Horner  
Mr. L. F. Meyer  
Mr. F. E. Resnik  
Mr. M. A. Serrano  
Mr. R. N. Thomson

Attachments

*Jewell*

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